



Legislation Text

File #: 21-0840R, **Version:** 1

RESOLUTION APPROVING A THREE-YEAR (2022- 2024) PROFESSIONAL SERVICES AND INTELLECTUAL PROPERTY AGREEMENT WITH DULUTH PUBLICITY BUREAU INC., D/B/A VISIT DULUTH, FOR AN AMOUNT NOT TO EXCEED \$2,250,000.

CITY PROPOSAL:

RESOLVED, that the proper city officials are hereby authorized to execute a professional services and intellectual property agreement with Duluth Publicity Bureau, Inc. d/b/a Visit Duluth, substantially in the form of the attached Exhibit A; for an amount not to exceed \$2,250,000, said funds payable from City Fund 0258, Agency 030, Object 5436-02.

STATEMENT OF PURPOSE: This resolution approves a professional services and intellectual property agreement with Duluth Publicity Bureau, Inc. d/b/a Visit Duluth, for ownership of the "Visit Duluth" logo and brand, to operate and manage a visitor center and to promote convention and group sales at venues throughout the city. The city will make a one-time payment of \$300,000 for intellectual property rights to the "Visit Duluth" logo and brand and will pay a fee not to exceed \$650,000 per year for visitor center operations and promotional services.